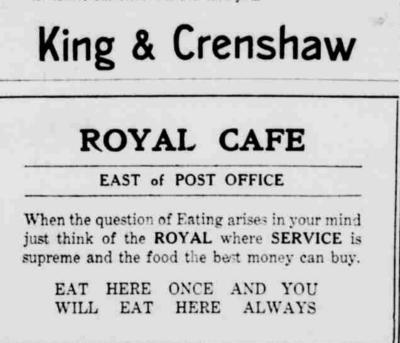
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TILLAMOOK HERALD, TILLAMOOK, OREGON, APRIL 27, 1922.



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# **EDITORIAL COMMENT**

#### THE CHALLENGE OF CIVIC CLEANLINESS.

Tillamook will undergo her annual housecleaning next week. By Saturday night she should shine like Spotless town. Not a guilty tin can must escape. Dirt, rubbish and the accumulated riffraff of backyard and alley are doomed to extinction, if every citizen does his duty.

Tiillamook people need little urging to perform this duty. The reputation of being the cleanest city of its size in the country is a distinction jealously guarded by Tillamook. Indeed, except for the marshalling of forces for a concentarted drive, the Clean Up and Faint Up Campaign is hardly necessary here. The average home owner in this city is intensely interested in making his property attractve and the acknowledged beauty of the residential districts is a tribute to his unremitting toil and care.

We like to believe that Tillamook people keep their houses and lawns in order from an inherent love of the beautiful and not merely because they wish to impress the tourist. However, it is fact that visitors to the city are greatly smitten with its cleanliness and carry away with them lasting thoughts of civic comeliness. Such neatness reflects the personal characteristics of the inhabitants. For this reason our Clean Up and Paint Up Campaign serves the double purpose of satisfing our own aesthetic sensibilities and preparing for the critical scruntiny of the stranger enjoying our hospitality.

The success of the Clean Up and Paint Up Campaign in its entirety, lies in the wholehearted manner in which the community itself adopts its various provisions. The application of paint and varnish here and there, the delving into forgotten corners with spade and hoe, the liberal use of rake and broom certainly produce wonderful results Slovenliness is to be tolerated no more in civic appearance than in personal dress. The rundown, unkempt, unsightly town must always lag in the march of progress. Pride in one's city is deeply implanted in the human breast and humiliated in deeds the man who has to apologize for the place in which he lives.

While the householder, however, is busily engaged in the individual and neighborhood assault upon all that is unclean and sightly, let the city authorities continue the co-operation shown by granting water rent free for thift gardens. Let them also enforce the ordinance regarding weeds on vacant lots and endeavor to compel asentee owners to mitigate the dandelion nuisance, which often overwhelms a whole block from one uncared-for piece of property.

The Clean Up and Paint Up Campaign is a challenge to civic pride, a challenge that Tillamook has never yet See W. A. Church, local



A Rare Trea John Claire Monteit **Concert** Baritone

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The scrub brush and paint brush are mightier than GO TO CHURCH FOR the sword in civilizaation's struggle forward.

### -0-HIGHWAY BEAUTIFICATION

State Automobile Associations and various state highway departments are planning ways and means to beautify the roadside scenery. Among other things the planting of trees is being urged.

In making selections of trees it is essential that a species be chosen that will not grow rapidly and in a short time be a menace and inconvenience by interfering with telephone and electric wires along the highway.

Slow growing and spreading varieties should be chosen rather than those which shoot up into the air.

For public convenience and as a matter of necessity it is essential that light, power and telephone lines follow the highways and in the interest of good sevrice these wires must be kept free from obstructions such as limbs.

So in considering the artistic side of highway beautification let us also consider practical ideas and by combining the two get results which do not work a detriment to the public interest.

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